CENTRAL FAX CENTER

SEP 1 2 2005 IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

| Application Number | 09/849168 | Docket Number | DT.0101 |
|----------------------|--|----------------|---------|
| Filed | 05/04/01 | Group Art Unit | 3623 |
| Examiner | Tariq R. Hafiz | Customer No. | 23669 |
| Application Title | APPARATUS FOR MERCHANDISE PRICE OPTIMIZATION | | |
| First Named Inventor | Phil Delurgio | | |

FACSIMILE COVER SHEET

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|------------------------|---|--|--|--|
| To: Fax Number: | Commissioner for Patents - Central Fax Number 571-273-8300 | | | |
| From: Fax Number: | Huffman Patent Group, LLC (413) 653-2743 | | | |
| Pages: | 105 (including this cover sheet) | | | |
| Dear Sir: | | | | |
| CFR 1.8 that this co | attached correspondence for the above-identified matter. I hereby certify under 37 orrespondence is being facsimile transmitted to the United States Patent and on the date of signature shown below. | | | |
| Respectfully submit | tted . | | | |

Respectfully submitted,
HUFFMAN PATENT GROUP, LLC

/ Richard K. Huffman/

By:

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Registration No. 41,082

Tel: (719) 575-9998

09/09/2005Date:

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RESPONSE A - AMENDMENT

VIA FACSIMILE: 571-273-8300

Mail Stop AMENDMENT Commissioner for Patents PO Box 1450 Alexandria, VA 22313-1450

Dear Sir:

In response to the Official Action of 06/21/2005, with a shortened statutory period of response set to expire 09/21/2005, please amend the above identified application as set forth below.

Amendments to the Specification begin on page 2 of this paper.

Amendments to the Abstract begin on page 6 of this paper.

Amendments to the Claims are reflected in the listing of claims which begins on page 7 of this paper.

Amendments to the Drawings begin of page 13 of this paper and include both an attached replacement sheet and an annotated sheet showing changes.

Remarks/Arguments begin on page 14 of this paper.

Conclusions begin on page 18 of this paper.

An Appendix including amended drawing figures is attached following page 18 of this paper.